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# Iowa WIC Vendor Newsletter

## WELCOME TO WIC!

Please help us welcome the newest member to our team! Kenny Kane joined the WIC team in early November and has been working hard to get acclimated in his new role as WIC Vendor Management Coordinator.

Kenny comes to the Iowa Department of Public Health from his previous position of Director of Operations at DGS Foods. He comes with and extensive grocery retail background for the past 27 years. Kenny lives in Des Moines with his wife, Hillary. He has 3 children and one grandson.

“I am very excited to have joined the Iowa WIC program, I am looking forward working with our WIC Vendors & Agencies. Building relationships and getting to know the WIC team in the near future is something that is very important to me. Everyone has been very welcoming in my transition into my new role. Please contact me at any time with questions, concerns and/or comments you wish to share.” -Kenny

Contact information for Kenny can be found on page 6!



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## FIS HELP DESK

**(for stand beside vendors)**

If you are having trouble with your machine or have any payment related questions you will need to call the FIS Help Desk phone number located on the front of your POS.

**1-844-234-4949**

When you call, the automated system will prompt you for you WIC Vendor

ID. This is the 5 digit number (##-###) assigned to your store by WIC.

Once you enter a valid WIC Vendor ID, you will be transferred to a customer service representative. He/she will ask you for a Location ID/Terminal ID. This number can be found on the front of your POS device.

*Have a question or comment about eWIC? Send it our way!  
IowaWIC@idph.iowa.gov*

## UPDATED WEB PAGE FOR WIC!

The WIC website has recently been updated and organized. Useful information for our vendors can be found here:

<http://idph.iowa.gov/wic/vendors>

Information available includes:

- Past versions of the newsletters
- NEW! Comment Form\*
- UPC Request Form
- Approved Food List
- Application Guidance for Grocery and Special Purpose Vendors
- Definition of a “grocery vendor”
- and other frequently asked questions



\*The comment form is taking place of the paper mail-in comment cards.

## SANCTIONS SYSTEM INFORMATION

Please take a moment to review the vendor sanction system information below.

Overview	<p>There are five types of sanctions that may be applied to vendors for violations of program regulations. These sanctions are:</p> <ul style="list-style-type: none"> <li>Nonpayment of food instruments</li> <li>Issuance of food instruments</li> <li>Temporary disqualifications (one year, three years, six years)</li> <li>Permanent disqualification</li> <li>Civil money penalties</li> </ul> <p>State agency sanctions are based on a pattern of violative incidences. Violation points will be issued after two of the same violations.</p> <p>Vendors who are disqualified from participation in, or have a civil monetary penalty imposed by the Food Assistance (Supplemental Nutrition Assistance Program-SNAP) shall be automatically suspended from the WIC program.</p>
Nonpayment of food instruments	If the vendor has been terminated from the WIC Program and submits a claim, it will be fully denied.
Issuance of violation points	<p>Administrative and procedural violations of the WIC Vendor Agreement are not usually representative of intentional efforts to abuse or defraud the program or its participants. However, these violations are an indication of a vendor's inattention to or disregard of the requirements of the WIC Vendor Agreement. It is in the Department's interest to record these violations and take them into account when considering whether to continue its contractual relationship with the vendor. Any vendor who has been assessed more than 60 violation points during a contract period may not be offered a new contract.</p>
Notice of violation	State agencies must notify WIC-authorized retail vendors of an initial violation in writing, for violations requiring a pattern of occurrences in order to impose a sanction, before documenting a subsequent violation, unless notification would compromise an investigation.

### HELPFUL WIC FACTS

- ◆ 10% of all WIC transactions take place on the 1st of the month.

10%

- ◆ The last day of the month is the second highest day for WIC redemptions.
- ◆ Most formula purchases take place at the beginning of the month, while other foods (milk, bread, cereal, etc.) are purchased closer to the end of the month.
- ◆ Bananas are the most commonly purchased item using CVB benefits. Followed by Strawberries, grapes, and mandarins.





GO PAPERLESS!

SIGN UP FOR THE  
ENEWSLETTER

Send us an e-mail at:

[IowaWIC@idph.iowa.gov](mailto:IowaWIC@idph.iowa.gov)

Include the names of those you  
want to receive the eNewsletter  
along with their position  
(manager, accountant, owner,  
etc.) and e-mail address.

## PURPOSE OF WIC

### What is WIC?

WIC, (the Special Supplemental Nutrition Program for Women, Infants, and Children), is a nutrition program for women, infants and children. The U.S. Congress established WIC in 1973 in recognition of the need for adequate nutrition during pregnancy and early childhood, especially among limited income families. The Iowa WIC Program provides nutrition education, breastfeeding support, supplemental foods, and referrals for health services to approximately 70,000 individuals per month.



### Who is Eligible?

WIC services are available to women who are pregnant or who recently has a baby, infants, and children up to the age of five. Participants must meet income eligibility criteria (less than 185 percent of the federal poverty guidelines), must be a resident of Iowa, and be determined as having a nutrition need by a licensed dietitian.

### How is WIC funded?

The Iowa WIC Program is funded by the United States Department of Agriculture through the Iowa Department of Public Health, Bureau of Nutrition & Health Promotion.

### What is my role as a grocery vendor?

Approved WIC vendors enable WIC participants to redeem their food instruments for nutritious foods. By completing this application, you are agreeing to follow state and federal WIC regulations as outlined in the WIC Vendor Agreement booklet. Prices charged to WIC participants must be equal or less than the prices charged to all other customers.

## POLICY ON INFANT FORMULA DISTRIBUTERS

Grocery Vendors	WIC-Authorized vendors are required to only purchase formula from a list maintained by the state WIC program, which includes State-licensed wholesalers, distributors, retailers, and infant formula manufacturers registered with the Food and Drug Administration (FDA).
What is my role as a special purpose vendor?	Special purpose vendors may be retailers of any type of merchandise, but may accept WIC food instruments only for the infant and special formulas that appear on their eWIC card. Special purpose vendors are required to produce the specified formula within 48 hours or within 72 hours if a weekend or holiday is involved. Special formula inventory must be maintained for as long as there is a participant in the area that requires the special formula. Prices charged to WIC participants must be equal to or less than the prices charged to all other customers.
Authorization criteria	<p>WIC Special Purpose Vendors must meet each of the following criteria:</p> <ul style="list-style-type: none"> <li>No more than 50 percent of the retailer's gross retail sales may be realized from the sale of authorized WIC infant formula or special medical formula.</li> <li>WIC-authorized vendors are required to only purchase formula from a list maintained by the state WIC program, which includes State-licensed wholesalers, distributors, retailers, and infant formula manufacturers registered with the Food and Drug Administration (FDA).</li> </ul> <p>Note: Special Purpose Vendors are not authorized to redeem anything other than formula.</p>
Inventory	There are no minimum inventory requirements for special purpose vendors; however, the vendor must be able to obtain special formulas within 48 hours; within 72 hours if a weekend or holiday is involved.



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To file a program complaint of discrimination, complete the USDA Program Discrimination Complaint Form, (AD-3027) found online at: [http://www.ascr.usda.gov/complaint\\_filing\\_cust.html](http://www.ascr.usda.gov/complaint_filing_cust.html), and at any USDA office, or write a letter addressed to USDA and provide in the letter all of the information requested in the form. To request a copy of the complaint form, call (866) 632-9992. Submit your completed form or letter to USDA by:

(1) Mail: U.S. Department of Agriculture  
Office of the Assistant Secretary for Civil Rights  
1400 Independence Avenue, SW  
Washington, D.C. 20250-9410;

(2) Fax: (202) 690-7442; or

(3) Email: [program.intake@usda.gov](mailto:program.intake@usda.gov)

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